

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hazel Promotional Products LLC		07/29/2009	LIMITED LIABILITY COMPANY: MISSOURI
RECEIVING PARTY DATA			
Name:	DAC Incorporated		
Street Address:	1100 Strafford Street		
City:	Washington		
State/Country:	MISSOURI		
Postal Code:	63090		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	0907360	HAZEL	
Registration Number:	1112712	HAZEL	
Registration Number:	3292638	HAZEL	
CORRESPONDENCE DATA			
Fax Number:	(314)469-4850		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	314-469-2610		
Email:	TMAttorneyPTO@aol.com		
Correspondent Name:	Annette P. Heller		
Address Line 1:	14323 S. Outer Forty		
Address Line 2:	Suite 512 S		
Address Line 4:	Chesterfield, MISSOURI 63017		
ATTORNEY DOCKET NUMBER:	Z108 001MI		
NAME OF SUBMITTER:	Annette P. Heller		

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 REEL: 004033 FRAME: 0243

Signature:	/aph72/
Date:	07/29/2009
Total Attachments: 1 source=HAZEL Assignment#page1.tif	

## TRADEMARK ASSIGNMENT

Whereas, Hazel Promotional Products LLC (Assignor), a Missouri corporation, located and doing business at 1902 Brandon Drive, Tyler, Texas 75703 was the owner of the trademark Hazel (Stylized), and the trademark registration numbers 1112712, 3292638, and 907360 registered on 2/6/79, 9/18/07 and 2/9/71 respectively in the U.S. Patent and Trademark Office, and

Whereas, DAC Incorporated (Assignee), a Missouri corporation, with its principal place of business at 1100 Strafford Street, Washington, MO 63090, acquired said trademarks and registrations through the Asset Purchase Agreement dated October 12, 2004.

Now, Therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor did assign nunc pro tunc unto said Assignee, all rights, title and interest in and to the said trademarks together with the good will of the business symbolized by the said trademarks, and in and to any and all causes of action (either in law or in equity), and the right to enforce any rights and file any causes of action, including the right to recover damages, for any past, present or future infringement or misappropriation of said trademarks and the registrations thereof effective as of October 12, 2004.

DAC Incorporated

By:           /TMR8134/           Dated: 07/29/2009  
Timothy M. Rolwe